

Selznick Is Signed Up By RKO

By JAY L. SMITH



As you have probably heard by now, The Digest will very shortly publish its 40th Anniversary Issue, celebrating four decades of continuous publication. The history of the Motion Picture Industry in Canada during the 40 years of The Digest's existence makes fascinating reading, and while naturally, it is impossible for us to give more than the highlights of that history, in our Anniversary Issue, we believe that The Digest Special Anniversary Issue will be a volume that you will want to keep for years to come.

Letters have gone out to all our readers inviting you to join with us in celebrating our 40th Birthday. Regular advertising rates will prevail for the Anniversary Issue, with special greeting and rates for individuals. If you have enjoyed reading the Canadian Moving Picture Digest during the past 40 years, if you feel that we have done a service to the Industry in Canada during that time, and if you feel that a strong Canadian Trade Press is essential to our Industry in Canada, then we earnestly solicit your support in the form of ads and greetings in our Anniversary Issue.

September seems to have replaced June as the popular month for weddings, at least as far as the Motion Picture Industry is concerned. In addition to the double ceremonies for the two Barron girls, Angela and Armida, on Saturday, Sept. 17th, this month will see Mr. and Mrs. Haskell Masters' only son, Robert, united in holy wedlock on Monday, Sept. 12th, to Sheila Miriam Dennis, at Beth Tzedec Synagogue; and on Saturday, Sept. 24th, at Grace Church on the Hill, Mr. and Mrs. R. W. (Continued on Page 6)

RKO Schedule Lists 21—2 In C'Scope—Fifteen In Superscope

Toronto: The reconstruction of RKO Radio Pictures as a major factor in the motion picture business was forecast last week by Jack Labow, RKO's Canadian general manager, with the confirmation of the RKO-Selznick deal and the current release schedule of 21 top pictures.

CNR Film Activity Expanded For TV

Montreal: Expansion of the Canadian National Railways motion picture program and of its activities in the field of television was indicated by W. R. Wright, director of public relations, in an- (See CNR Page 6)

The company announced that it had entered into a "long-term" agreement with David O. Selznick for a series of projected top-quality pictures to be made by the Selznick Company, Inc. Mr. Selznick plans to produce also a program of movies designed specifically for (See SELZNICK Page 8)

Famous Players Winds Up Last Of Seven Regional Meetings

Toronto: On August 31st in the Hotel Vancouver, Vancouver, Famous Players' executives concluded a series of regional conferences with managers and associates of the company.

Meetings were held in Toronto, Hamilton, Halifax, Winnipeg, Saskatoon, Edmonton and Vancouver.

The meetings in Toronto, Hamilton and Halifax were presided over by Morris Stein, Eastern Division Manager, and the Western meetings were under the chairmanship of Bob Eves, Western Division Manager.

The Maritimes meetings were attended by R. W. Bolstad, Morris Stein, J. J. Fitzgibbons Jr., and Bob Myers.

At all other meetings the executives (See FAMOUS PLAYERS Page 9)

FPCC Announce Top Exec. Changes In B.C.

Vancouver: At the close of the regional meeting of Famous Players managers and partners in Vancouver, John J. Fitzgibbons announced a number of top executive changes, effective immediately, in British Columbia.

Maynard S. Joiner was named (See CHANGES IN BC Page 6)

Pioneers' Golf Tournament

ST. ANDREW'S
THURS., SEPTEMBER 15

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FOR TICKETS

Odeon Net Profit Up Jumps By \$2,750,000

Toronto: Odeon Theatres Ltd. of London, British parent company of the companies included in the J. Arthur Rank organization, had consolidated operating profit in the year ending June 25 of £8,727,000 (approximately \$24,000,000) before depreciation, taxes and interest.

This is an increase of more than \$2,750,000 over the preceding year.

The figures are contained in a preliminary news release on the (See ODEON Page 3)

Rothsay Theatre N.B. Totally Refurbished

Saint John: The Rothsay Community theatre, located in a residential suburb of Saint John, N.B., has been purchased by Leslie A. Sprague, owner and operator of the Lancaster-Gaiety theatres. This theatre has been completely re- (See ROTHESAY Page 3)

Loew's Uptown Gets First Can. Closed-Circuit Theatre TV

Toronto: Rocky Marciano-Archie Moore heavyweight championship fight will be televised on a closed-circuit theatre network Tuesday night, Sept. 20, at Loew's Uptown Theatre here. There will be no home television broadcast, and the theatre hookup will give fight fans in this area the only opportunity of seeing and hearing this big event.

It will be Canada's first closed-circuit TV sport broadcast, under auspices of Theatre Network Television, and will be the 14th big (See THEATRE TV Page 3)

Miss Red Feather

Toronto: Manager Len Bishop of Toronto Shea's is busy on preparations for the series of stage competitions for the selection of "Miss Red Feather 1955" in co-operation with the Community (See RED FEATHER Page 9)

PIONEERS' ANNUAL GOLF TOURNAMENT—Give-aways for everybody, a door-prize for everybody will set the pace at this year's tournament. Tickets are scarce—get yours now. Tee-off time 9.30 a.m. with 2.30 p.m. deadline.

THE RAVE REVIEWS BEGIN!

(Excerpts from M. P. Daily, typical of the great notices. Here's another M-G-M musical smash to follow "Love Me Or Leave Me.")

"The applause that followed nearly all of a dozen song and dance specialties was enough to convince any reviewer that 'It's Always Fair Weather' has a halo of sunshine surrounding its record-breaking destiny.

"The reviewer can still hear echoes of the applause for Kelly's roller-skating specialty; the hilarious song and dance production number in Stillman's Gym, with 'mugs' and 'pugs' participating in a bright routine delivered by the vibrant Charisse; Dailey's hysterical rendition of 'Situation-Wise,' and his liquor-soaked antics parodied to the William Tell Overture; Dolores Gray's satirical role, drawn as the female counterpart of some of the nation's top TV shows emcees, and her show-stopping 'Thanks a Lot, But No Thanks.' The elipt reaction shots, and the strange-interlude treatment of special lyrics to the tune of the 'Blue Danube' by Kelly, Dailey and Kidd, and the effect of their sensational tri-split screen dance routine, will bring customers back to see this show again and again."

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ODEON

(Continued from Page 1)

annual statement, to be issued later, made public here by the J. Arthur Rank Organization of Canada Ltd.

The year's common dividend of Odeon Theatres Ltd. (the British company) is being raised to 25 per cent from the 15 per cent paid in 1954. In addition, common shareholders will receive a stock bonus of one share for each share held, involving issuance of 3,787,966 new common shares of five shillings par value. These will be paid for by transfer of £946,991 (\$2,549,250).

Bank indebtedness was reduced during the year by £927,000 (\$2,549,250).

The statement also announced that the name of the senior British company will be changed from Odeon Theatres Ltd. to the Rank Organization Ltd.

Canadian interests include the Odeon circuit of theatres and J. Arthur Rank film distribution companies. Figures for these are not shown separately.

Loew's Dividend

New York: Directors of Loew's Inc. declared dividend on the common stock of 25c per share, payable Sept. 30th to stockholders of record, Sept. 13.



Charlie Krupp presents the Ray Lewis Memorial Trophy to winner Ray Reanie at the Winnipeg Pioneers' Golf Tournament.

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DIGEST

Across the Country

Toronto and District

Clarence Markell has introduced the Hollywood Jackpot contest at his Capitol Theatre, Cornwall, as a regular stunt every Monday night. This patronage booster is also being used at theatres in Windsor, Ottawa and elsewhere in Ontario.

The Famous Players' Grand Theatre, Kingston, featured a change of program every day for its Anniversary Week starting Monday, Aug. 29. The series of daily pictures comprised "Detective Story", "Roman Holiday", "Come Back, Little Sheba", "Stalag 17", "Little Boy Lost" and "Road to Bali", in that order.

Two moving picture guides have been offered to those interested without charge and as issued, according to a notice in the Canadian Film Institute Bulletin.

One is the Canadian Estimates of Selected Entertainment Films, published under the auspices of the Canadian Film Library Committee, copies of which are obtainable by writing Box 516, Adelaide Post Office, Toronto 1.

The other is the Joint Estimates of Current Entertainment, published by the Motion Picture Association of America, 28 West 44th Street, New York 36.

Arthur Gottlieb, president of Audio Pictures, and his wife, the former Gladys Glad, held open house Aug. 27, at their country estate, Pine Ridge Farm, North of Oshawa, to celebrate the seventh anniversary of their marriage. The Gottlieb parties are really something!

Maritimes

His old friends around the Maritimes will regret to learn of the death of Mr. J. L. Collard which occurred in Toronto about two weeks ago. Mr. Collard some years ago was an Auditor with MGM Pictures of Canada and made periodic trips to the Maritimes

The annual B'nai B'rith picnic was held at the summer residence of Mitchell Franklin, president, at Tynemouth Creek. Pony rides, swimming at the private beach, games, boating on the Bay of Fundy and a picnic supper were enjoyed by upwards of 200 members and their families and guests.

Winnipeg

Don Falkner, of the Falcon Theatres, Tisdale, Sask., captured the Carrot River Golf Tournament held in Melfort on Sunday, August 20th, with a medal score for 27 holes of 107, which set a record for tournament play. Don received the Wm. Davies trophy, as well as an individual cup. He also won the low qualifying prize with a one under par 34 for his opening round. The Wm. Davies trophy was won by Don's young brother Ward, in 1954.

The Orpheum Theatre, Fort William, is closing Sept. 15th. New owner of the Vogue Theatre, Winnipeg, is Mrs. H. Doak, who took over on August 26th. Visitors to Film Row included Clayton Bailey, Dryden, Ont., Phil Bodnoff and Sam Karby, Regina, Sask., H. Bennet, Pickle Crow, Ont., J. Kowbel, Canora, Sask., and N. Kapel, Melville, Sask.

The Valour Theatre, Winnipeg, now one of the Leon Asper houses, opens on Monday, September 5th. The theatre has been completely renovated, and includes the latest sound equipment, CinemaScope screen, etc. Evening prices are 30 cents for adults and 15 cents for children. Manager is Phil Hnyduik, former manager at the Bijou, Winnipeg.

ROTHESAY

(Continued from Page 1)

furnished, redecorated and installed with the latest in projection and sound equipment.

A wide Screen for CinemaScope, Superscope, VistaVision and other wide screen productions will be installed. It will also have new acoustical treatment.

The snack bar has been re-decorated and will be under the supervision of Mrs. Sprague.

Mr. Sprague who has had long experience in theatre production, is President of the Motion Picture Pioneers, Maritime Division, a member of the 30-year Club of the International Alliance of Theatrical Employees and a past president of the Kiwanis Club of Lancaster. When placed into operation the theatre will be called the Roxy Rothesay Theatre.

THEATRE TV

(Continued from Page 1)

fight telecast by this means. First was in 1951 when Joe Louis met Lee Savold.

More than 100 theatres in the United States and Canada will join in the network. Largest previous telecast was May 16, 1955, when 833 theatres in 59 cities covered the Marciano-Cockell fight from San Francisco.

Reservations are being taken now at Loew's Uptown, at one tenth the ringside prices, \$5 per seat. The large lens, however, will give fight viewers a closeup view of the action, since it will be projected on a large-size screen through portable equipment.

There is a possibility that Loew's London, may also participate.

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On the Beam

(Continued from Page 1)

Bolstad's only daughter, Shirley, will become Mrs. David Ashworth. The Digest extends felicitations to all the happy couples, and their families.

Loew's Uptown Theatre in Toronto, has scored a real scoop in becoming the first theatre in Canada to enjoy closed-circuit television, being linked with approximately 100 theatres in the U.S., for the telecast of the Rocky Marciano-Archie Moore Heavyweight Title Bout. Tickets go on sale next week at the Uptown on a first-come, first-served basis, \$5 per ducat. The Uptown seats approximately 2,600 persons, and the management confidently expects a complete sell-out.

CHANGES IN B.C.

(Continued from Page 1)

Division Director in charge of all theatres in British Columbia.

Frank Gow will take over the supervision of the company's many real estate holdings and he will act in a consultant and advisory capacity to Head Office and to Maynard Joiner.

B. J. McCausland assumes the office of District Manager of the group of theatres now listed as Vancouver suburban houses and the theatres known as Up-Country theatres with the exception of the Broadway Theatre, Vancouver, in which Frank Gow is a partner with Famous Players. The Broadway will be under Mr. Gow's personal supervision.

Douglas Gow takes over the management of the Purchasing and Maintenance department for British Columbia.

In making the announcement Mr. Fitzgibbons said that the changes were being made at Frank Gow's request. His health no longer permitted him to carry the heavy responsibilities that have been his for so many years.

Mr. Fitzgibbons paid tribute to Frank Gow's great service through the years to Famous Players and expressed the hope that Mr. Gow would continue with the company for many more years.

"I cannot trust myself to speak on such an occasion," said Mr. Fitzgibbons, "so I have written out what I want to say and will read it to you without further comment."

Mr. Fitzgibbons then read a formal announcement setting forth the managerial changes.

"This is a re-arrangement of the

splendid team you have out here," he said. "Like in hockey, baseball or football, we are moving the star player of the team into the position of coach so we can get the full benefit of his wisdom, judgment and experience."

CNR

(Continued from Page 1)

nouncing the appointment of Robert Ayre as supervisor of film and television services for the system, with headquarters at Montreal.

"With all its ramifications throughout Canada, the C.N.R. is a substantial source of news," he said, "and one of the functions of my department is to co-operate fully with the Canadian Broadcasting Corporation and private stations in making reports of events available promptly and effectively to TV viewers. At the same time, we look for a greater use of our films on television programs."

Savoy, Hamilton Closes Doors

Hamilton: This was the announcement that appeared on a historic theatre at Hamilton, Aug. 27: "Notice—This theatre is closed until further notice.—Savoy". Thus was written the finale, for the time being at least and perhaps permanently, of a house which, for approximately three-quarters of a century, had played everything, stage shows, burlesque, grand opera, stock and, for many recent years, moving pictures.

Located on Hamilton's market square, the playhouse had been known successively as the Merrick Street Theatre, the Star and Savoy. For a period, some 35 years ago, it had been the home of the Savoy Players, and it had long played an important role in the entertainment life of the city, the late George Stroud, colorful showman, having much to do with its operation.

For some time it had been a unit of the Odeon chain. The reason for its closing: Falling attendance.

Lorne Greene Signed For 3rd Major Role

Hollywood: Lorne Greene of Toronto has been signed by William Goetz productions for a top featured role in the Joan Crawford vehicle, "The Way We Are." Greene, last in Hollywood for Columbia's "Tight Spot," had been starring in Julius Caesar at the Stratford Shakespearian Festival.

Webb Toronto-Montreal Visits Hypos 'Pete Kelly's' Business

Toronto: Jack Webb, director-star of "Pete Kelly's Blues," visited Toronto and Montreal recently during his current 30-city tour on behalf of the WarnerColor CinemaScope drama with music. Accompanying

Webb were his wife, the former Dorothy Towne; Richard L. Breen, Academy-Award winning script-writer of the film; Ray Heindorf, Warner's music director; and entourage that included two Warner Bros. publicists, the star's secretary, valet, and security officer in addition to the crew of pilots, mechanics and stewardesses servicing the "United-Jack Webb Special" aircraft. Seen on the opposite page are picture highlights of the Canadian visits.

First row, (left to right): Mr. and Mrs. Webb arrive in Toronto; at Toronto civic reception, Webb introduces his wife to Mayor Nathan Phillips; at Toronto press conference were Jack Karr, "Star;" Alex Barris, "Globe and Mail;" Stan Helleur, "Telegram;" and Wilf List, "Globe and Mail."

Second row: chatting before national "Tabloid" CBC telecast which devoted entire program to star and film are Ray Heindorf, Webb, M.C. Dick McDougall, Weatherman Percy Saltzman, Gil Christie and Richard Breen; happy smiles of Heindorf, Len Bishop, manager, Shea's Theatre, Toronto, and Webb reflect near-record business picture enjoyed despite unusual heat-wave; view of the line-ups outside Shea's Theatre where Webb made two personal stage appearances.

Third row: After chatting with patrons inside Shea's Theatre, Webb converted adjoining parking

lot into a stage where he repeated his stage routine four times, without benefit of public address system, to waiting crowd following his final stage appearance. Here the star introduces Heindorf as Breen looks on. Seen backstage in Toronto are Robert Masters, son of WB Canadian general manager; Heindorf; Mrs. H. M. Masters; Mrs. Webb; Jack Webb, Sheila Dennis, fiancée of Robert Masters; Haskell M. Masters, Warner's Canadian G.M.; and Breen.

Fourth row: Webb chats with Bill O'Laughlin, manager, Capitol Theatre, Montreal; and with Phil Maurice, executive, Consolidated Theatres Ltd., Montreal; Seen during tape recorded radio interview session in Montreal are Bob Destaire, CKVL; Bill Roberts, CJAD; Webb; unidentified engineer; Jerry Herbert, CFCF; and Shirley Brett, CBM.

Fifth row: Seen at Montreal press conference luncheon are Breen, Jean Geobert, "La Patrie;" Jacques LaRoche, "La Presse;" Norman Pascoe, "Star;" Grace Davidson, Boston "Post;" Jack Webb; Mrs. Webb; Pat Pearce, "Herald;" Harold Whitehead, "Gazette;" and Tom Cleary, ad-publicity chief, Consolidated Theatres Ltd. During Montreal civic reception, Jack Webb signs city's Golden Book as Mayor Jean Drapeau and Richard Breen (left) look on.

Baseball Aids Theatre

Truro: It was rather a nice coincidence that part of the newsreel showing last week at the Royal Theatre, Truro, N.S., was about Paul Waner, a member of baseball's Hall of Fame.

Mr. Waner is currently in Truro as an instructor at the baseball school which has been conducted here for the past two days by the Milwaukee Braves. The school was attended by some 50 baseball enthusiasts from all parts of the Province.

Mr. Gerry Tipper, Manager of the Truro theatres (F. G. Spencer Company) invited Mr. Waner, and another instructor of the baseball school, Billy Southworth to appear on the stage of the Royal theatre for a ten minute interview by Win Langille. Also, on the stage immediately after the showing of the newsreel at the afternoon's matinee.

Alec Guinness To Hollywood For MGM

Hollywood: Dore Schary, Metro-Goldwyn-Mayer production chief announced the signing of Alec Guinness to make his first motion picture in the U.S.A.

The British star, who has been sought by practically every studio for a number of years, has agreed to co-star with Grace Kelly in "The Swan." Mr. Guinness will portray Prince Albert, the bachelor who is taken in matrimony by Miss Kelly before the fadeout of the Ferenc Molnar romantic comedy. Mr. Guinness is due from London within the next two weeks to commence working in the picture, which Charles Vidor will direct.

Previously announced for the cast were Brian Aherne, Louis Jourdan, Jessie Royce Landis and Estelle Winwood.



SELZNICK

(Continued from Page 1)

television exhibition.

The renewed affiliation between the producer and RKO—he was its production chief from 1931 to 1933—is said to represent the implementation of a master plan by the company's new owners, General Teleradio, Inc.

Immediate emphasis, however, is on the re-establishment of RKO in the movie business. As part of a stop-gap plan to accumulate products for the organization's world-wide distribution outlets, RKO has arranged to take over re-distribution of a number of Selznick productions, which will be offered again to theatres with "saturation" television promotion and advertising campaigns.

Due for immediate reissue in this country are "Rebecca," "The Adventures of Tom Sawyer," "The Third Man," and as a double bill attraction, "Spellbound," and "The Paradine Case."

The Selznick arrangement, it is understood, embraces two sections. The first is the production contract, which will run for three years. The producer is not obligated to deliver any specified number of films, but he said it was his "desire and intention" to make as many as possible and that he "expects to have three into production this winter." He will produce at least one picture a year and serve as executive producer on the others.

All the 21 pictures, which represent a production expenditure of more than \$30,000,000 by RKO and several leading independent producers, are in color, with 15 in Superscope, two in CinemaScope and the balance for wide screen and standard screening.

The films are said to cover every type of entertainment currently popular at the box-office and feature many stars who are enjoying peak standing with film-goers in this country.

The productions are:

"The Conqueror." Filmed at a cost of \$6,000,000, a spectacle adventure based on the exploits of Genghis Khan, starring John Wayne, Susan Hayward and Pedro Armendariz. It is in CinemaScope and Technicolor and a Howard Hughes presentation.

"Brave One." \$2,000,000 adventure romance in CinemaScope and Technicolor produced on location in Mexico City by the King Brothers, with British boy actor Michel Ray in the starring role, supported by Firmin Rivera, South America's greatest bull-fighter.

"Jet Pilot." An air action story

presented by Howard Hughes and rated as more spectacular than his "Hell's Angels." John Wayne and Janet Leigh star in the Superscope-Technicolor, jet-plane thriller.

"Pearl of the South Pacific." A South Sea island background this romance drama from Benedict Bogeaus, with Virginia Mayo, Dennis Morgan, David Farrar and Lance Fuller in the star roles. In Superscope and Technicolor.

"The Treasure of Pancho Villa." A Superscope Technicolor action adventure drama founded on the career of the great Mexican leader and filmed in authentic locales. Stars of this Edmund Grainger production are Rory Calhoun, Shelley Winters, Gilbert Roland and Joseph Calleia.

"Tennessee's Partner." Comedy-romance based on Bret Harte's classic story, starring John Payne, Ronald Reagan and Rhonda Fleming. The Benedict Bogeaus production is in Superscope and Technicolor.

"Great Day in the Morning." An Edmund Grainger romance-drama in Superscope and Technicolor, starring Richard Egan.

"Bengazi." A Panamint Productions adventure drama set in the Libyan Desert just after the late war, in Superscope and Technicolor and starring Richard Conte, Victor McLaglen, Richard Carlson and Mala Powers.

"Texas Lady." An outdoor drama presenting Claudette Colbert and Barry Sullivan in the star roles. The Nat Holt-Lewis Rosen production is in Superscope and Technicolor.

"Slightly Scarlet." With Rhonda Fleming starring. In Superscope and Technicolor from Benedict Bogeaus.

"Glory." First of David Butler's scheduled three pictures for RKO. It is to have an all-star cast and will be in Superscope and Technicolor with a Xmas release.

"High Destiny." A Superscope-Technicolor drama of a desert search by a man and a boy for uranium. Cast to be announced soon.

"Trumpets of Company K." Adventure drama in Superscope and Technicolor of war between the U.S. cavalry and Indians. Nat Holt-Lewis Rosen Productions is to announce a star cast for this Superscope-Technicolor film.

"The Bridge of San Luis Rey." An adaptation of Thornton Wilder's renowned tale of passion and mystery in South America, being designed for Barbara Stanwyck by Benedict Bogeaus. The Superscope-Technicolor project will boast a strong cast.

"The Brothers." A Panamint Productions Superscope and Tech-

nicolor drama of criminal activities in New York City.

"Naked Sea." Factual story of tuna fishing boats in dangerous waters, directed, produced and photographed in color by Allen Miner, wartime ace-photographer.

Famous Players' Winnipeg Regional

Winnipeg: Managers and partners of Famous Players Canadian Corporation attended a regional conference at the Royal Alexandra Hotel, Winnipeg on Thursday and Friday, August 26-27. The region includes Fort William, Port Arthur and Kenora, as well as Manitoba. Those conferring included J. J. Fitzgibbons, president; R. W. Bolstad, vice president; B. Geldsaler, general manager of the booking department; J. R. Nairn, public relations director; J. J. Fitzgibbons, Jr., general manager of Theatre Confections; Robert Eves, Western division manager; all of Toronto.

John Ferguson, prairie regional superintendent, Harold Bishop, Manitoba district manager, George Dowbiggan, Western division booker; Don MacKenzie, manager of the Maintenance department, all of Winnipeg. Managers in for the conference included Jim Cameron, Charlie Dille, Charlie Bahrynowski, Gordon Carson and Frank Sabatini, all from the Head of the Lakes; Jerry Duggan, Kenora; Charlie Taylor, Portage la Prairie; L. Turollo and J. Pungente, Brandon; and P. Boyd, Flin Flon; as well as all local managers.

Richard Miles of the Western Theatres Ltd., and R. Hurwitz, of the Main Street Pool, attended the conference as partners of Famous Players. A luncheon meeting of Famous Players 25 Year Club was held on Friday at the Royal Alexandra, at which Miss Peggy Douglas, of the Winnipeg office was inducted as a member.

Jonas Rosenfield Jr.

New York: Columbia Pictures announced the appointment of Jonas Rosenfield, Jr., to the newly created position of executive assistant to Paul N. Lazarus, Jr., vice president in charge of advertising, publicity and exploitation.

Rosenfield resigned on September 2 as public relations vice president of IFE Releasing Corporation, a post he has held since the formation of the company two and a half years ago. He reported to Columbia on September 6.

Rosenfield started in the industry in 1936 at Warner Bros. and has been an executive in the New York advertising and publicity departments of Walt Disney and 20th Century-Fox.

MacRae To 'Carousel'

New York: Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, announced that Gordon MacRae will replace Frank Sinatra in the lead of 20th Century-Fox's CinemaScope production of the Rodgers & Hammerstein musical, "Carousel." The announcement of the casting of MacRae will reteam him with Shirley Jones, feminine lead in "Carousel." The young singers recently were co-starred in "Oklahoma."

"Carousel" is being produced in CinemaScope as well as the revolutionary new 55 mm. technique for road show attractions. Henry Ephron is producing "Carousel" and Henry King is directing.

Three More From UA

New York: Producer-writer Sidney Harmon and United Artists have concluded an agreement for the releasing company to finance and distribute three motion pictures which Harmon will produce.



Samuel Goldwyn's "Guys and Dolls", starring Marlon Brando, Jean Simmons, Frank Sinatra and Vivian Blaine, is directed by Joseph Mankiewicz, in CinemaScope and Eastman Color, for M-G-M release. Above Goldwyn and the 5 "Dolls" who will visit Toronto.

FAMOUS PLAYERS

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tives from Head Office included J. J. Fitzgibbons, R. W. Bolstad, R. W. Eves, J. J. Fitzgibbons Jr., Ben Geldsaler and James R. Nairn.

The theme of the meetings was Famous Players' 35th Year of Leadership in Entertainment and at each meeting the company's fall Drive, "A Profit Blitz for Fitz," was announced by Mr. Bolstad. The circuit is divided into five groups for 13 weeks beginning September 5th with 133 cash prizes totalling \$7,625 being offered.

Mr. Fitzgibbons announced that he was adding \$2,375 from his own pocket to bring the total up to \$10,000.

There were lengthy discussions on the subjects of service, admission prices, product, advertising and confections.

Ben Geldsaler produced a colorful booklet on the product available to Famous Players and discussed new films and their terms with the managers. James R. Nairn covered the field of exploitation, advertising and the sale of books of theatre tickets and introduced the members of his staff through the use of film slides.

A highlight of the meetings was the Theatre Confections Ltd. presentation made by J. J. Fitzgibbons Jr. who used film slides to give details of a children's matinee promotion and presented a number of new confection selling aids being made available through his company.

This year marks the 10th anniversary of Theatre Confections Ltd. and to celebrate the event Jack Fitzgibbons announced a coast-to-coast contest for the sale of popcorn, soft drinks and ice cream with cash prizes totalling \$2,500 with additional prizes of \$100 to the Theatre Confections branch manager and the Famous Players' supervisors whose theatres win the top individual award of \$225.

At each of the Western meetings, Mr. Fitzgibbons and Mr. Bolstad inducted the new members into Famous Players' 25 Year Club.

In Winnipeg there was only one new member, Miss Marion Douglas, secretary to John Ferguson. She had acted as confidential secretary to H. M. Thomas, Ray Tubman and Ed Zorn among others.

At the luncheon in the Bessborough Hotel, Saskatoon, awards were presented to James Butler and N. C. Byers, Famous Players' partners; Clarence Marshall, Cap-

itol Theatre, North Battleford, and N. E. Hawe, Grand Theatre, Regina.

The Jasper Room in the MacDonald Hotel, Edmonton, was the scene of a luncheon at which the company honored Mrs. Ethel Charlesworth and her daughter Ethel Charlesworth of the Entwisle theatres; Famous Players' partner, Clarence Entwisle; Morris Rice, manager; Henry Lee and John A. Stevens, projectionists.

In Vancouver, Ernest Marshall, the company's partner in North Battleford, Sask., who has been living in Vancouver, joined the 25 Year Club as did Harry J. Black of the Capitol and Totem theatres, Prince Rupert; Albert Foster, Civic Theatre, Nelson; Frederick C. Simmons, Capitol Theatre, Vernon; Mrs. Dorothy Smyth, Capitol Theatre, Penticton, and Ellard H. Williamson, Capitol Theatre, Vernon.

RED FEATHER

(Continued from Page 1)

Chest Campaign committee and the Robert Simpson Co. department store, the latter providing the substantial prize awards. CBC-TV is also actively interested. The first of the preliminaries for the "Red Feather Revue" is scheduled for Wednesday night, Sept. 14, at Shea's.

Columbia Dividend

New York: Columbia Pictures Corporation announces that the Board of Directors at a meeting held Tuesday, August 30, 1955 declared a regular quarterly cash dividend of 30c per share on the common stock and voting trust certificates for common stock of the Corporation, payable October 31, 1955 to holders of record September 30, 1955.



TWO CANADIANS — John J. Fitzgibbons, President of Famous Players Canadian Corporation, chats with Yvonne De Carlo on the set of Cecil B. DeMille's VistaVision production of "The Ten Commandments" during a Hollywood visit to Paramount Studio. Miss De Carlo is a native of British Columbia and plays the wife of Moses, in the Technicolor picture which stars Charlton Heston as Moses. In the foreground is a model of one of the sets for the costly picture, showing a portion of Mt. Sinai.



Paramount to re-release "White Christmas," October 1st, for the holiday season. Arthur Loew Jr., leaves for New York for the Metro studios, where he will begin active preparation for "The Rack," with Glenn Ford topcast.

The names of Wayne and Selznick on the roster for the Warner release, "Good-bye, My Lady," but this time in the persons of Michael Wayne, son of John Wayne, and David Selznick's son, Jeffrey. Due for Tripoli location this month is Jaro's Pinewood production "The Black Tent," featuring Anthony Steel and Donald Sinden.

Columbia signs Ruth Donnelly for major role in the Joan Crawford starrer, "The Way We Are." Van Johnson and Joseph Cotten handed top leads in the 20th-Fox-Buddy Adler production "The Wrong Man." Doris Day to take femme lead in Metro's "The Opposite Sex," part formerly scheduled for Esther Williams, Howard Keel to co-star.

Republic will distribute "Hired Guns" and "Dan'l Boone." "Dan'l Boone," will go before the cameras shortly while "Hired Guns" is now ready for release. Universal busy casting for their Technicolor western "Law Man," starring John Agar.

John Auer on location scouting trip around San Francisco area in connection with his next assignment for Republic's "Annie Jordan," slated for Nov. 1st shooting. Crown Productions signs Dee J. Thompson for a top role in "The Killer Is Loose," now shooting at RKO.

Mexican Government assigns Matilde Landeta, nation's only woman director, as liaison officer for the United Artist production "Comanche" with Dana Andrews in the lead. Jack L. Warner announces that Nancy Kelly has been signed for important role in "The Bad Seed," in the same part she played in the original Broadway production.

Universal ups assistant art director Robert Smith to Art Director and assigns him to "The Creature Walks Among Us." Paramount hands Vittorio Gassman key role in "War & Peace."



TORONTO

IMPERIAL
2nd wk. To Catch a Thief (Para.) VV & Tech. with Cary Grant.
SHEA'S
Lady and the Tramp (E-U) C'Scope & Tech.
UNIVERSITY & EGLINTON
3rd wk. We're No Angels (Para.) VV & Tech. with Humphrey Bogart.
UPTOWN
Francis in the Navy (E-U) with Donald O'Connor.
LOEW'S
3rd wk. Not as a Stranger (UA) with Robert Mitchum.
ODEON & FAIRLAWN
2nd wk. The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.
HYLAND & CHRISTIE
Above Us the Waves (JARO) with John Mills.
TOWNE
Svengali (MGM) Color with Hildegard Neff.

MONTREAL

LOEW'S
2nd wk. Strategic Air Command (Para.) VV & Tech. with James Stewart.
CAPITOL
How to Be Very Popular (20th-Fox) C'Scope & Color with Betty Grable.
PALACE
5th wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
PRINCESS
Francis In The Navy (E-U) with Donald O'Connor.
ORPHEUM
The Naked Street (UA) with Farley Granger.

WINNIPEG

CAPITOL
Interrupted Melody (MGM) C'Scope & Color with Glenn Ford.
MET
To Catch A Thief (Para.) VV & Tech. with Cary Grant.
ODEON
Not As A Stranger (UA) with Robert Mitchum.
GARRICK
The Kentuckian (UA) C'Scope & Tech. with Burt Lancaster.
GAIETY
4th wk. Blackboard Jungle (MGM) with Glenn Ford.

VANCOUVER

CAPITOL
To Catch A Thief (Para.) VV & Tech. with Cary Grant.
ORPHEUM
Love Is A Many Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden.
STRAND
2nd wk. The Dam Busters (WB) with Richard Todd.
VOGUE-PARK-FRASER-OLYMPIA-ODEON-ODEON
Not as a Stranger (UA) with Robert Mitchum.

ST. JOHN

PARAMOUNT
You're Never Too Young (Para.) Tech. & VistaVision with Martin & Lewis.
CAPITOL
The Dam Busters (WB) with Richard Todd.
STRAND
Not As A Stranger (UA) with Olivia de Havilland.

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WISDOM**

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